

KNOW YOUR PRINTER



PRINTERS AND PUBLISHERS

ESTABLISHED 1898

\$75
Roto

Color

5A

KNOW YOUR PRINTER



A Description of the Plant and Equipment of
The Dahl Company, Limited
Commercial Printers
and Publishers.



325 Logan Ave., — — Winnipeg, Man.
Tel. 29 011

Printed and Published by
THE DAHL COMPANY, LIMITED,
Winnipeg, Canada.
1935



*P. M. DAHL,
Manager of the Dahl Company, Limited, and a leading
pioneer printer of Winnipeg.*

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F O R E W O R D

A DESIRE to impart to our customers an idea of the size and efficiency of our plant, prompts the production of this booklet. While it is not what you would term a large shop, it is never-the-less modern, compact and efficient, well able to turn out, to your satisfaction, any printing job that you may entrust to us for execution, no matter how difficult.



Years of experience in advertising, printing and sales promotion enable us to offer valuable suggestions. Our employees are skilled and anxious to serve you well.

THE DAHL COMPANY, LTD.

325 Logan Avenue,

Winnipeg, Man.

August, 1935.

The Plant

IT IS A FAR CRY from the small, hand operated press of the Fleming Printing Co., back in the early nineties, to the modern printing plant of The Dahl Company, Ltd., under which name the present firm is known.

Come with us on a tour of inspection of this Company's plant. It is located at the corner of Logan Avenue and Stanley Street. We enter the plant through a cheery, roomy office. In the plant proper we first visit the composing and linotype room. Walls are lined with type cabinets filled with the latest type-faces. Two late model Linotype machines, the standard equipment of which is supplemented with extra magazines and matrix fonts, give customers a wide range of type faces to select from. Good sized imposing stones furnish ample room for make up of even the largest form. Proof presses, bench metal saw for mortising of electros, stereotype casting box and the many other gadgets, so necessary to an efficient composing service, complete the equipment.

Next — let us take a look at the press room. The first machine to catch your eye is a large Auto Phoenix Cylinder Press — a complicated looking machine, but amazingly simple in its operation. An ingenious arrangement of ink rollers, ensure a hitherto unattained efficiency of ink distribution, enabling the operator to turn out delicate color work to perfection. It is a speedy press for its type — 3000 imprints per hour — a speed which may be increased, if desired, to 4000 per

hour. There are only two presses of this type operating in Western Canada.

That large machine over there, is a Goss Comet Web Newspaper Press, capable of producing a newspaper of eight full sized pages, folded and ready for delivery. This press turns out 3,500 copies per hour. The newspapers published by The Dahl Company are printed on the Goss, also large circulars.

The square looking press to the right, is a Miehle Vertical, used for large runs. Imprint surface 12x18 inches. This machine is capable of 4000 impressions per hour. This, as well as the other presses mentioned, are equipped with automatic feed.

Let us take a peep at the Bindery Section. There we see a Power Stitcher, Perforators, Punchers, a Paper Cutter and other bindery equipment. In this department, printing jobs receive the final touches and here the finished product is counted and parcelled, ready for delivery to you.

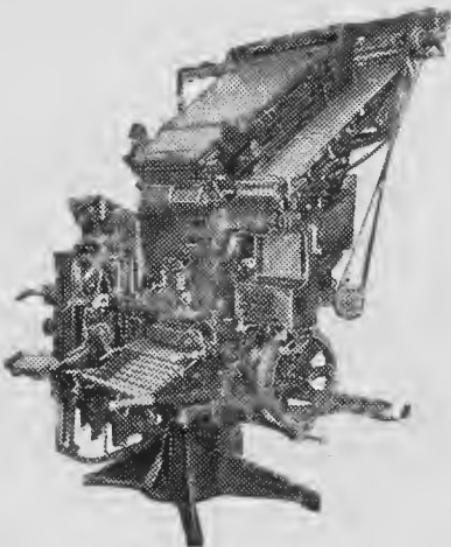


The Premises of The Dahl Co., Ltd.

The Linotype

MODERN MAN cannot be served by a tool that is just good enough or a little better than pretty good. The good tool must do all that man can demand today and to meet his greater demands of tomorrow. The maker of a great tool is a prophet of industry. He cannot afford to limp behind, adapting past inventions, copying here, borrowing there, evading or omitting where he dares not borrow. The words "machine composition" mean throughout the world, "Linotype composition", because all elements of successful machine composition were created for the Linotype and have been developed by the makers of the Linotype. The same organized creative genius is at the service of the Linotype today and thus serves every user of machine composition.

More than thirty-five years of experience has given the Linotype the Simplicity that Works. Since the first newspaper was composed with it, there never has been a day when experimental and mechanical departments and inventors attached to the staff have not

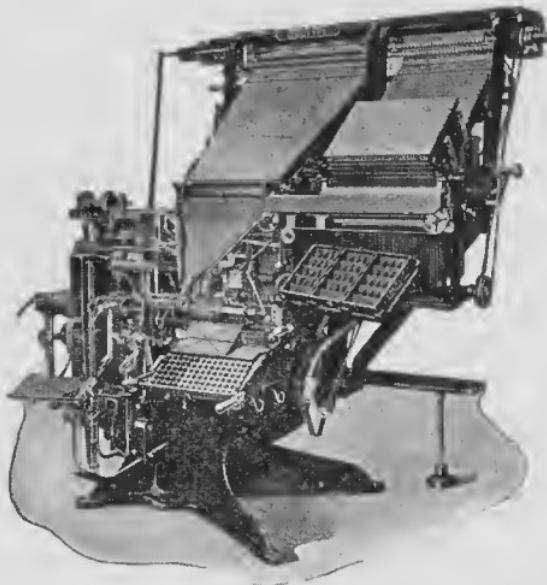


Linotype Model 14

been at work on it. There are no make-shifts in the Linotype. There are no compromises to cover up deficiencies in invention. There is no omission of valuable parts under the plea of simplicity.

The dictionary defines the word "Matrix" as "a mold in which printers' letters are cast". The matrix therefore immediately assumes a position of paramount importance to the buyers of printing. All that is finest in typography has been made available to him in the form of the Linotype matrix, and with a distinct saving in time and money. This saving has in no small measure been due to the elimination of the time-wasting methods of hand distribution.

The plant of the Dahl Company, Limited, is equipped with two late-model Linotype machines, with a wide variety of matrix fonts. (See specimen pages of this booklet.)



Linotype Model 14-B. 3

The "Auto-Phoenix"

THE "Auto-Phoenix" two-revolution press is the result of energetic collaboration of all forces towards the solution of definite printing press problems. The essential requirement of a good printing press — accurate register — is satisfied to the utmost extent by the present-day "Auto-Phoenix".

Attention may also be called to the prominent features of the "Auto-Phoenix" automatic feeder. The range of use of this feeder is practically unlimited. The printed sheet is always gripped at its front edge only and its surface never comes into contact with any machine parts or other things which might injure it. It can therefore be employed for the most delicate and expensive work; it will feed papers which, owing to their lightness, offer difficulty for hand feeding, with the same certainty and speed as all other kinds of paper including light card board.

The device which conveys the printed sheet out of the machine, is distinct from that used in other presses, inasmuch as the sheet is conveyed by means of special grippers to a point immediately above the delivery table and is there released. Thus it needs only to obey the action of its own weight to fall neatly on the pile lying beneath. Needless to say that in the delivery device, the contact of the sheets freshly printed side with any fly sticks, tapes or the like is carefully avoided.

The path traversed by the several particles of ink from the ink fountain to the form in the "Auto-Phoenix" is made longer than is possible in any

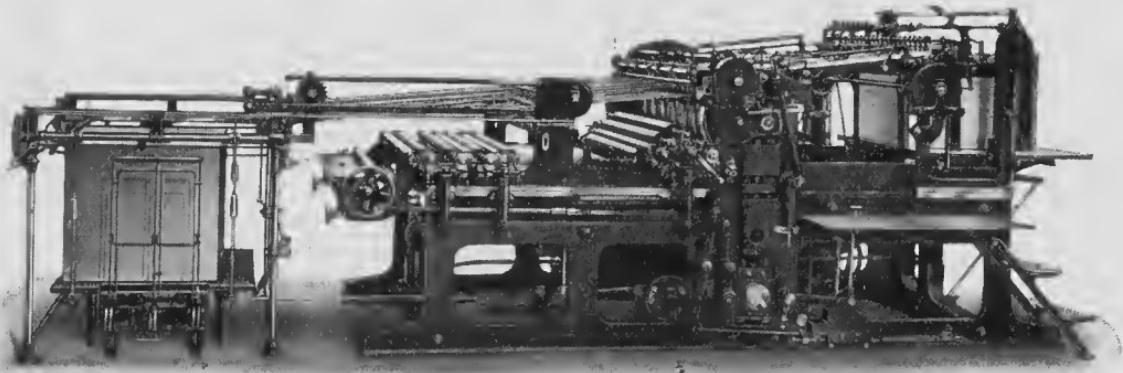
other class of machine. This explains the excellence of the ink distribution and inking. The ink taken from the ink fountain by the feed roller is delivered on to a slab and here, by joint action of steel distributors and composition rollers, which also have a partial reciprocating motion is finally distributed. The ink on this slab is not, however, taken up directly by the form rollers, but a second feed roller is arranged above to the pyramid inking system, which takes the ink off the slab and supplies it to the distributors, which also have a partial transverse movement and lie above the form rollers. From here the greatly subdivided and distributed ink reaches the form rollers.

In the "Auto-Phoenix" the grippers pin down the front edge of the sheet, on a bar fitted on the printing cylinder immediately before the point where the cylinder packing starts, and the edges of the sheet are thus held as in flat nippers, quite independently of the cylinder packing; consequently the tips of the grippers cannot force their way into the packing and thus affect the position of the printing sheet. The secure holding of the sheet in this manner ensures perfect register.

The many varied demands made upon the modern press, have fully been taken care of in the "Auto-Phoenix".

The printing plant of The Dahl Company, Ltd., is equipped with an "Auto-Phoenix" two revolution machine S. C. 3, with automatic feeder, capable of giving a printed surface of 25 x 35 inches and taking a sheet of 26 x 38 inches.





"Auto-Phoenix" Two Revolution Press, Model SC 3.

The Goss "Comet"

THE GOSS "Comet" Flat-bed Web perfecting Press is a single acting one-way press designed to meet modern requirements of the small daily, weekly and semi-weekly newspaper field. The "Comet" press is a travelling cylinder press and prints only during the forward motion of the impression cylinder, thereby producing one newspaper for each cycle or revolution of the press driving wheels. It prints and folds four, six or eight page full-size newspapers, tabloid publications to sixteen pages, magazines to thirty-two pages and posters of double spread size at a speed of 3,500 copies per hour.

The inking system of the Goss "Comet" is simple and efficient in design and as complete as it is possible to build for a flat-bed web perfecting press. The two iron vibrating ink distributing rollers, give maximum distribution. These rollers vibrate in opposite directions. Thumb screw undershot ink fountains with adjusting screw for each column makes it possible to obtain an even color across the page.

The patented movement or device that controls the impression on the Goss "Comet" is the most direct way possible to secure firm and rigid impression.

The folder of the Goss "Comet" is of the rotary type same as on large metropolitan presses. It was designed and placed at the side of the press with two important objects in mind. These are best illustrated by the view of the press shown in this booklet. First you will note that both strands of the web are angle-barred alike. Each

of these strands has individual compensators so that pages may be registered before they reach the cutting cylinders in the folder. The lower construction of the press and the convenient position of the angle bars is the second important point. The conveniently located tapeless delivery for both quarter and half page folds insures clean printing.

The Goss "Comet" is designed to save money on many types of newsprint production and opens a broader field of possibilities to the progressive buyer of printed matter.

This modern flat bed, roll-fed press not only assures quality work but does it with a minimum of simplicity and cost.

In proof of this claim, we list below eight features which are exclusive in the Goss "Comet" Press — features which closely parallel the progress in press design which has been made in the great presses built to handle the huge circulations of modern metropolitan dailies.

1. HELICAL GEARS, to insure smoother operation and avoid backlash.
2. TAPELESS FOLDER.
3. DOUBLE VIBRATOR INK DISTRIBUTION.
4. AUTOMATIC ROLL TENSION.
5. CENTRALIZED CONTROL AT FOLDER
6. INK FOUNTAIN ADJUSTMENTS which can all be changed while the press is in motion.
7. RIGID IMPRESSION.
8. MINIMUM NUMBER OF MOVING PARTS.

These are some of the features which make the Goss "Comet" the modern press of its class.

With these economical facilities you can save money on circulars, pamphlets, booklets, shopping news supplements, etc.

**THE
GOSS "COMET"**

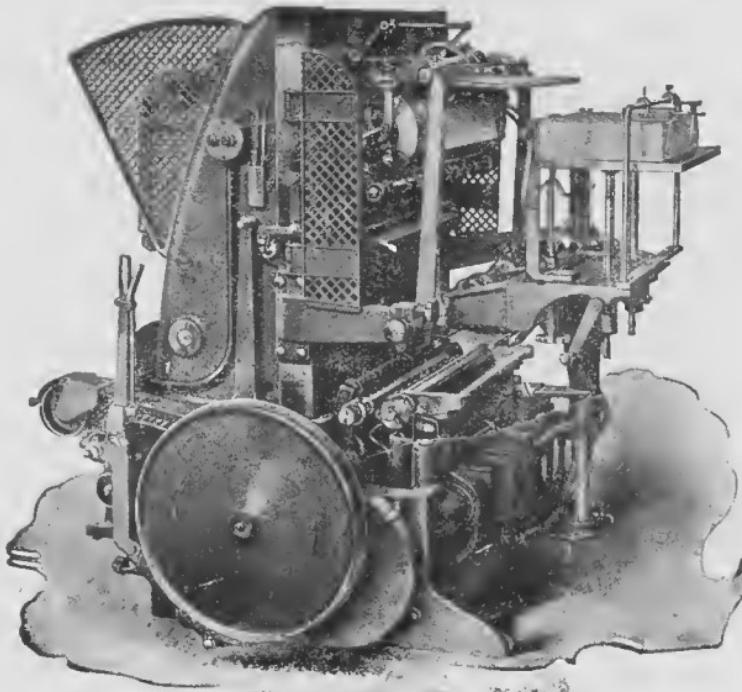
**The Press that
means Savings
to you**

The Miehle Vertical

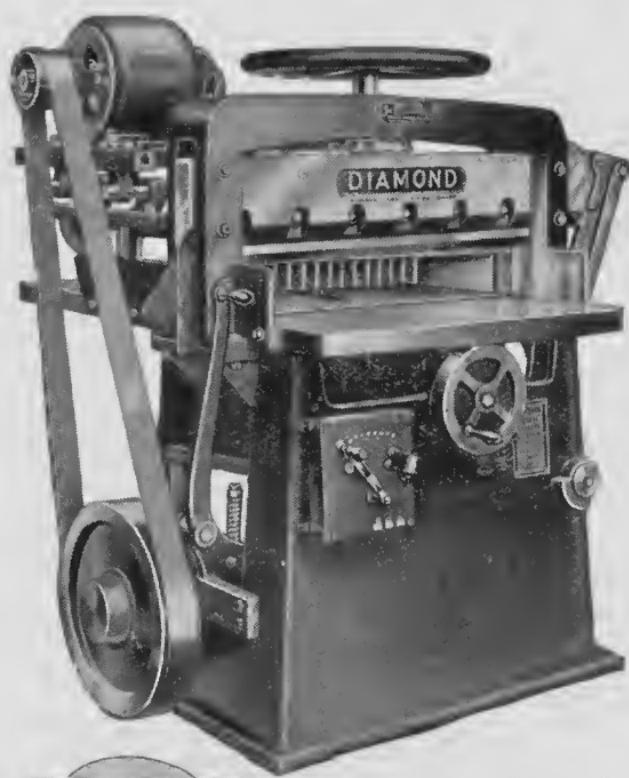
PROGRESSIVE buyers of printing are always pressing for better quality work at lowest possible cost. The plant of the Dahl Company, Limited, is equipped with a Miehle Vertical Super-Speed Automatic Job Press to meet the exigencies of immediate service when time is the driving force.

This press will more than double the output of two ordinary platen presses, and produce better work.

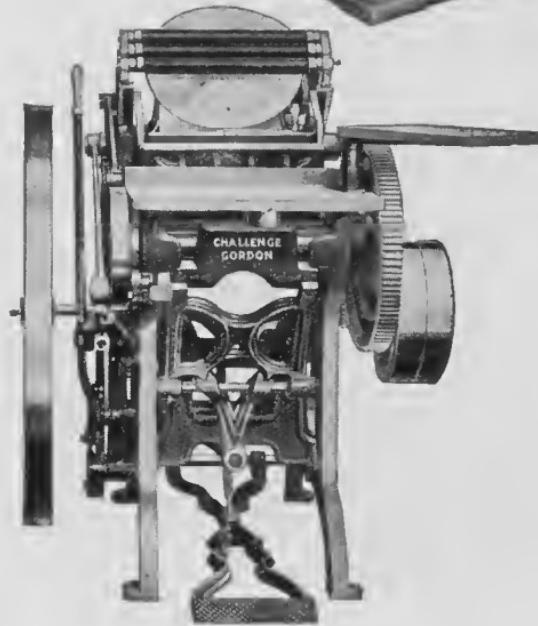
The Miehle Vertical has a printing surface of 12 x 18 inches and a guaranteed speed of 3,000 impressions per hour. It is equipped with a hair-line register device for process color work and all register jobs.



Miehle Vertical Automatic Job Press



*Diamond
Paper
Cutter*



*Challenge Gor-
don Platen
Press*

S P E C I M E N S

Linotype Faces

No. 1—6 point De Vinne.

Wouldn't it be a great relief if you could say to your printer, "I need a catalogue, a circular, some letterheads and envelopes," and then be able to entirely dismiss the matter from your mind in the confidence that he will do the work to your entire satisfaction. The printer comes to you with a proposition that pleases; that has a strong advertising value in the suggested copy, in the proposed typography, in the color arrangement, and in the general layout. What a satisfaction to have an assured confidence that the finished product will

No. 2—6 point De Vinne Caps.

WOULDN'T IT BE A GREAT RELIEF IF YOU COULD SAY TO YOUR PRINTER, "I NEED A CATALOGUE, A CIRCULAR, SOME LETTERHEADS AND ENVELOPES," AND THEN BE ABLE TO ENTIRELY DISMISS THE MATTER FROM YOUR MIND IN THE CONFIDENCE THAT HE WILL DO THE WORK TO YOUR ENTIRE SATISFACTION. THE PRINTER COMES TO YOU WITH A PROPOSITION THAT PLEASES; THAT HAS A STRONG ADVERTISING VALUE IN THE SUGGESTED COPY, IN THE PRO-

No. 3—6 point De Vinne figures, etc.

1234567890	\$	*	&	æ	Æ	()	lb	@]	[£	½	¼	¾	⅛	⅜	⅔	⅚
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No. 4—6 point Antique No. 3.

Wouldn't it be a great relief if you could say to your printer, "I need a catalogue, a circular, some letterheads and envelopes," and then be able to entirely dismiss the matter from your mind in the confidence that he will do the work to your entire satisfaction. The printer comes to you with a proposition that pleases; that has a strong advertising value in the suggested copy, in the proposed typography, in the color arrangement, and in the general layout. What a satisfaction to have an assured confidence that the finished product will

No. 5—6 point Antique No. 3 Caps.

WOULDN'T IT BE A GREAT RELIEF IF YOU COULD SAY TO YOUR PRINTER, "I NEED A CATALOGUE, A CIRCULAR, SOME LETTERHEADS AND ENVELOPES," AND THEN BE ABLE TO ENTIRELY DISMISS THE MATTER FROM YOUR MIND IN THE CONFIDENCE THAT HE WILL DO THE WORK TO YOUR ENTIRE SATISFACTION. THE PRINTER COMES TO YOU WITH A PROPOSITION THAT PLEASES; THAT HAS A STRONG ADVERTISING VALUE IN THE SUGGESTED COPY, IN THE PRO-

No. 6—6 point Antique No. 3 figures, etc.

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No. 7—7 point Ionic No. 5

Wouldn't it be a great relief if you could say to your printer, "I need a catalogue, a circular, some letterheads and envelopes," and then be able to entirely dismiss the matter from your mind in the confidence that he will do the work to your entire satisfaction. The printer comes to you with

No. 8—7 point Ionic No. 5 Caps.

WOULDNT IT BE A GREAT RELIEF IF YOU COULD SAY TO YOUR PRINTER, "I NEED A CATALOGUE, A CIRCULAR, SOME LETTERHEADS AND ENVELOPES," AND THEN BE ABLE TO ENTIRELY DISMISS THE MATTER FROM YOUR MIND IN THE CONFIDENCE

No. 9—7 point figures, etc.

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No. 10—7 point Ionic Bold Face No. 2.

Wouldn't it be a great relief if you could say to your printer, "I need a catalogue, a circular, some letterheads and envelopes," and then be able to entirely dismiss the matter from your mind in the confidence that he will do the work to your entire satisfaction. The printer comes to you with

No. 11—7 point Ionic Bold Face No. 2 Caps.

WOULDNT IT BE A GREAT RELIEF IF YOU COULD SAY TO YOUR PRINTER, "I NEED A CATALOGUE, A CIRCULAR, SOME LETTERHEADS AND ENVELOPES," AND THEN BE ABLE TO ENTIRELY DISMISS THE MATTER FROM YOUR MIND IN THE CONFIDENCE

No. 12—7 point Ionic Bold Face No. 2 figures, etc.

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No. 13—7 point Italic.

Wouldn't it be a great relief if you could say to your printer, "I need a catalogue, a circular, some letterheads and envelopes," and then be able to entirely dismiss the matter from your mind in the confidence that he will do the work to your entire satisfaction. The printer comes to you with

No. 14—7 point Italic Caps.

WOULDNT IT BE A GREAT RELIEF IF YOU COULD SAY TO YOUR PRINTER, "I NEED A CATALOGUE, A CIRCULAR, SOME LETTERHEADS AND ENVELOPES," AND THEN BE ABLE TO ENTIRELY DISMISS THE MATTER FROM YOUR MIND IN THE CONFIDENCE

No. 15—7 point Italic figures, etc.

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No. 17—8 point Century Expanded.

Wouldn't it be a great relief if you could say to your printer, "I need a catalogue, a circular, some letterheads and envelopes," and then be able to entirely dismiss the matter from your mind in the confidence that he will do the work to your entire satisfaction. The printer comes

No. 18—8 point Century Expanded Caps.

WOULDN'T IT BE A GREAT RELIEF IF YOU COULD SAY TO YOUR PRINTER, "I NEED A CATALOGUE, A CIRCULAR, SOME LETTERHEADS AND ENVELOPES," AND THEN BE ABLE TO ENTIRELY DISMISS THE MATTER FROM YOUR MIND IN THE

No. 19—8 point Century Expanded figures, etc.

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No. 20—8 point Century Bold.

Wouldn't it be a great relief if you could say to your printer, "I need a catalogue, a circular, some letterheads and envelopes," and then be able to entirely dismiss the matter from your mind in the confidence that he will do the work to your entire satisfaction. The printer comes

No. 21—8 point Century Bold Caps.

WOULDN'T IT BE A GREAT RELIEF IF YOU COULD SAY TO YOUR PRINTER, "I NEED A CATALOGUE, A CIRCULAR, SOME LETTERHEADS AND ENVELOPES," AND THEN BE ABLE TO ENTIRELY DISMISS THE MATTER FROM YOUR MIND IN THE

No. 22—8 point Century Bold figures, etc.

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No. 23—8 point No. 2.

Wouldn't it be a great relief if you could say to your printer, "I need a catalogue, a circular, some letterheads and envelopes," and then be able to entirely dismiss the matter from your mind in the confidence that he will do the work to your entire satisfaction. The printer comes

No. 24—8 point No. 2 Caps.

WOULDN'T IT BE A GREAT RELIEF IF YOU COULD SAY TO YOUR PRINTER, "I NEED A CATALOGUE, A CIRCULAR, SOME LETTERHEADS AND ENVELOPES," AND THEN BE ABLE TO ENTIRELY DISMISS THE MATTER FROM YOUR MIND IN THE

No. 25—8 point No. 2 figures, etc.

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¾	¾	¾	¾	¾	¾	¾	¾	¾	¾	¾	¾	¾	¾	¾	¾	¾	¾

No. 26—8 point Gothic No. 3

Wouldn't it be a great relief if you could say to your printer, "I need a catalogue, a circular, some letterheads and envelopes," and then be able to entirely dismiss the matter from your mind in the confidence that he will do the work to your entire satisfaction. The printer comes

No. 27—8 point Gothic No. 3 Caps.

WOULDN'T IT BE A GREAT RELIEF IF YOU COULD SAY TO YOUR PRINTER, "I NEED A CATALOGUE, A CIRCULAR, SOME LETTERHEADS AND ENVELOPES," AND THEN BE ABLE TO ENTIRELY DISMISS THE MATTER FROM YOUR MIND IN THE

No. 28—8 point Gothic No. 3 figures, etc.

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No. 29—10 point Century Expanded.

Wouldn't it be a great relief if you could say to your printer, "I need a catalogue, a circular, some letterheads and envelopes," and then be able to entirely dismiss the matter from your mind in

No. 30—10 point Century Expanded Caps

WOULDN'T IT BE A GREAT RELIEF IF YOU COULD SAY TO YOUR PRINTER, "I NEED A CATALOGUE, A CIRCULAR, SOME LETTERHEADS AND ENVELOPES," AND

No. 31—10 point Century Expanded figures, etc.

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No. 32—10 point Century Bold.

Wouldn't it be a great relief if you could say to your printer, "I need a catalogue, a circular, some letterheads and envelopes," and then be able to entirely dismiss the matter from your mind in

WOULDN'T IT BE A GREAT RELIEF IF YOU COULD SAY TO YOUR PRINTER, "I NEED A CATALOGUE, A CIRCULAR, SOME LETTERHEADS AND ENVELOPES," AND

No. 33—10 point Century Bold figures, etc.

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No. 34—10 point Cheltenham.

Wouldn't it be a great relief if you could say to your printer, "I need a catalogue, a circular, some letterheads and envelopes," and then be able to entirely dismiss the matter from your mind in the confidence that he will do the work to your entire satisfaction. The printer comes to you with a proposition that pleases; that has a strong advertising

No. 35—10 point Cheltenham Caps.

WOULDN'T IT BE A GREAT RELIEF IF YOU COULD SAY TO YOUR PRINTER, "I NEED A CATALOGUE, A CIRCULAR, SOME LETTERHEADS AND ENVELOPES," AND THEN BE ABLE TO ENTIRELY DISMISS THE MATTER FROM YOUR MIND IN THE CON-

No. 39—10 point Cheltenham figures, etc.

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¾	¾	½	½	½

No. 36—10 point Cheltenham Italic.

Wouldn't it be a great relief if you could say to your printer, "I need a catalogue, a circular, some letterheads and envelopes," and then be able to entirely dismiss the matter from your mind in the confidence that he will do the work to your entire satisfaction. The printer comes to you with a proposition that pleases; that has a strong advertising

No. 37—10 point Cheltenham Italic Caps.

WOULDN'T IT BE A GREAT RELIEF IF YOU COULD SAY TO YOUR PRINTER, "I NEED A CATALOGUE, A CIRCULAR, SOME LETTERHEADS AND ENVELOPES," AND THEN BE ABLE TO ENTIRELY DISMISS THE MATTER FROM YOUR MIND IN THE CON-

No. 40—12 point Century Expanded

Wouldn't it be a great relief if you could say to your printer, "I need a catalogue, a circular, some letterheads and envelopes," and then be able to entirely dismiss the matter from your mind in the con-

No. 41—12 point Century Expanded Caps.

WOULDN'T IT BE A GREAT RELIEF
IF YOU COULD SAY TO YOUR PRIN-
TER, "I NEED A CATALOGUE, A CIR-
CULAR, SOME LETTERHEADS AND EN-

No. 42—12 point Century Expanded figures, etc.

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No. 43—12 point Cheltenham Bold.

Wouldn't it be a great relief if you
could say to your printer, "I need a cat-
alogue, a circular, som letterheads and en-
velopes," and then be able to entirely dis-

No. 44—12 point Cheltenham Bold Caps.

WOULDN'T IT BE A GREAT RELIEF
IF YOU COULD SAY TO YOUR PRIN-
TER, "I NEED A CATALOGUE, A CIR-
CULAR, SOME LETTERHEADS AND EN-

No. 45—12 point Cheltenham Bold figures, etc.

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½ ¼ ⅓ ¾ ⅔ ⅕ ⅖ ⅗ ⅘ -----

No. 46—12 point Remington Typewriter.

Wouldn't it be a great relief if you
could say to your printer, "I need a cat-
alogue, a circular, some letter-
heads and envelopes," and then be

No. 47—12 point Remington Typewriter underlined

Wouldn't it be a great relief if you
could say to your printer, "I need a
catalogue, a circular, some letter-
heads and envelopes," and then be
able to entirely dismiss the matter

No. 48—12 point Remington Typewriter figures, etc.

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⅔ ⅕ ⅖ ⅗ ⅘ # -----

SWEDISH FARM AND HOME ALMANAC



1923

THE CANADA WEEKLY PRINTING CO. LTD.
WINNIPEG



CANADA

No. 49—14 point Cheltenham Condensed.

Wouldn't it be a great relief if you could say to your printer, "I need a catalogue, a circular, some letterheads and envelopes," and then be able to entirely dismiss the matter

No. 50—14 point Cheltenham Condensed Caps.

WOULDN'T IT BE A GREAT RELIEF IF YOU COULD SAY TO YOUR PRINTER, "I NEED A CATALOGUE, A CIRCULAR, SOME LETTERHEADS AND ENVELOPES," AND

No. 51—14 point Cheltenham Condensed figures, etc.

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@ [] ℥ £ † § || † 1/2 1/4 1/8 3/4 3/8 5/8 7/8

No. 52—14 point Cheltenham Bold Condensed.

Wouldn't it be a great relief if you could say to your printer, "I need a catalogue, a circular, some letterheads and envelopes," and then be able to entirely dismiss the matter

No. 53—14 point Cheltenham Bold Condensed Caps.

WOULDN'T IT BE A GREAT RELIEF IF YOU COULD SAY TO YOUR PRINTER, "I NEED A CATALOGUE, A CIRCULAR, SOME LETTERHEADS AND ENVELOPES," AND

No. 54—14 point Cheltenham Bold Condensed figures, etc.

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@ [] ℥ £ † § || † 1/2 1/4 1/8 3/4 3/8 5/8 7/8

No. 55—18 point Cheltenham Bold.

Wouldn't it be a great relief if you could say to your printer,

No. 56—18 point Cheltenham Bold Caps.

**WOULDN'T IT BE A
GREAT RELIEF IF YOU COU**

No. 57—18 point Cheltenham Bold figures, etc.

1234567890 \$ () æ Æ

No. 58—18 point Bold Face No. 9 Caps.

**WOULDN'T IT BE
A GREAT RELIEF**

No. 59—18 point Bold Face No. 9 figures, etc.

1234567890 \$ () & -

No. 60—24 point Cheltenham Bold Advertising figures.

1234567890 \$ c . ,

No. 61—30 point Cheltenham Bold Extra Condensed.

**'Wouldn't it be a great relief
if you could say to your printer,**

No. 62—30 point Cheltenham Bold Extra Condensed Caps.

**WOULDN'T IT BE A GREAT
RELIEF IF YOU COULD SAY**

No. 63—30 point Cheltenham Bold Extra Condensed figures, etc.

1234567890 \$ & æ Æ ()

No. 64—30 point Pebst.

**Wouldn't it be a great
relief if you could say**

No. 65—30 point Pebst Caps.

**WOULDN'T IT BE A
GREAT RELIEF**

No. 66—30 point Pebst figures, etc.

1234567890 \$, . -

No. 67—42 point Gothic No. 14 Caps.

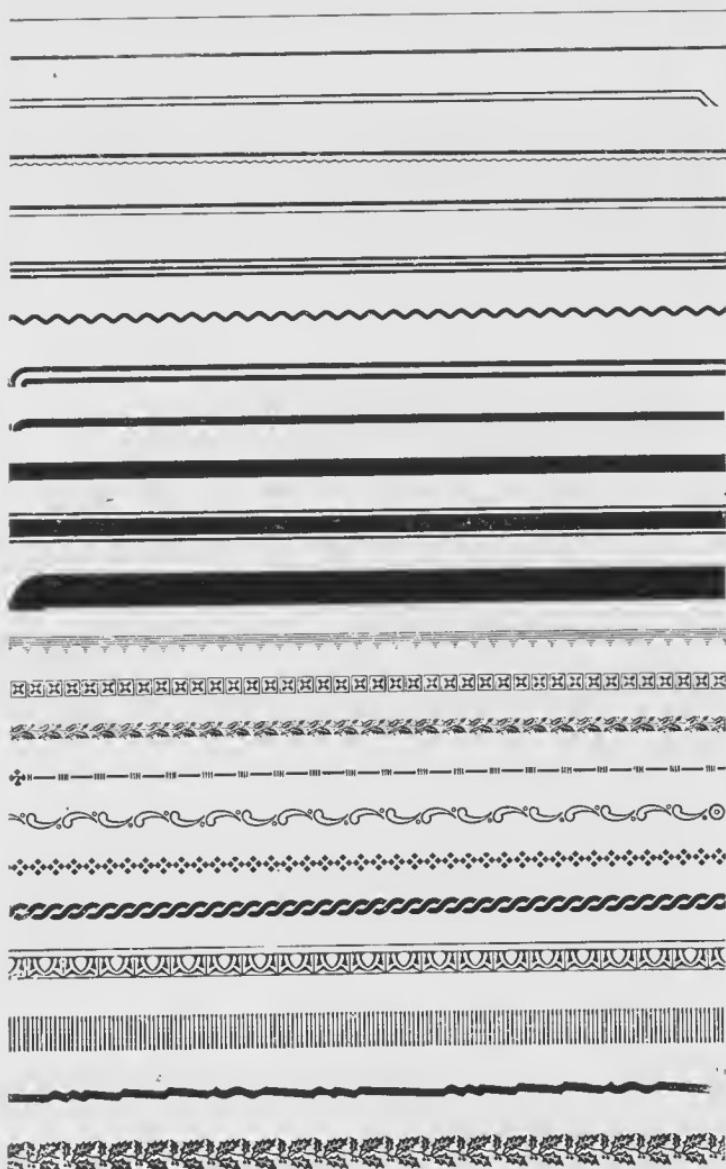
**WOULDN'T IT BE A GREAT
RELIEF IF YOU COULD SAY TO**

No. 68—42 point Gothic No. 14 figures, etc.

1234567890 \$ ()ÆŒ&

Linotype Typography simplifies the practice of ambitious composition and provides material of a richness attainable heretofore only by inordinately costly and laborious hand work.

Rules and Borders



Type and Typography

TYPES have many of the human characteristics: body, face, depth, shoulders, individualities; they also come in families.

The roman faces are the male members and the italic letters may be said to represent the fair sex. The lineage, too, of these type families is almost as interesting as that of humans. It reflects their origin, periods and purposes. The famous Caslon originated in England over three centuries ago; the eminent Cheltenham family and the aristocratic Goudys are modern examples.

Usually printing reveals the real man with remarkable accuracy. Whatever a merchant possesses in wealth or in poverty of expressive power will manifest itself in the interest he displays in the appearance of his printing. If he has a keen sense of the fitness of things, he will not be pleased until his printing appears as though it was made for him personally, and not bargained for in the ready-made market. Printing must first be fit for the purpose it is designed to accomplish. Its physical appearance must win the respect it deserves from the class to which its attention is directed. Whether it is made so or not is a question of the printer's skill and equipment.

The plant of the Dahl Co., Limited is equipped with the choicest selection of Publicity Types for Commercial Houses and General Advertisers as well as the newest and best designs in Job Faces, Italics, Texts, Scripts, Shaded Faces, Gothics, Ornaments and Accessories, etc. The suggestion of type, best suited to the job in hand, and the recommendations as to color schemes, paper stock, which will most economically give the desired results, are part of the services we offer.

Miss Emily Hughes

DR. EDMUND WRIGHT
CHIROPRACTOR

Miss Evelyn Fairchild

*Specimens of Type Faces Suitable for Cards, Invitations,
Announcements, etc.*

NORWEGIAN FARM AND HOME ALMANAC



Leif Ericson
AD 1000

1923

THE CANADA WEEKLY PRINTING CO. LTD.
WINNIPEG CANADA



Color Combinations

THREE is nothing like a touch of color to make a piece of selling literature attractive. Printers ink widens the world of every business. Its use is mostly a matter of good taste and knowledge of what color will accomplish. Wisely directed it can be made to attract and center attention, or it can be made to create greater harmony between copy and design. But the greatest value of color is to make clear, plain and more life-like the goods advertised.

In this booklet you will find samples of some pleasing color combinations printed at the plant of the Dahl Co., Limited.

We are prepared to execute orders for artistic printing which will command attention by its striking and original features. If you desire color combinations and arrangements of the most artistic character, our services are always at your instant disposal. You may buy Printing for less than our quality sells for but you cannot get greater value than we offer, no matter what price you pay. That's why our Printing always costs less in the long run.



PRINTING

is the dynamo that will move your business on to greater success. It is just as necessary to a healthy growing business as the electric juice is to the motors that move the world's machinery.

NEW METHODS

NEW METHODS in selling goods have during the past ten years revolutionized the business world. A prominent advertising expert "struck twelve" when he called Printing the "Silent Salesman". The use of the mails for business and advertising is as far removed from the old methods as the modern telephone is from the couriers of the ancients.

As a salesman, Mr. Printing is a great success. He never misrepresents you and he never butts in when he isn't wanted. He can always wait until Mr. Prospect is ready. Unlike some salesmen he doesn't try to tell all he knows the first trip. He can call on another day for the price of a postage stamp.

Now is the time

to send your silent salesman out soliciting business. Let us dress him up for you. We have devoted years to the study of his needs and know just what constitutes the strongest appeal in his attire.

Our services offer to buyers of printed matter a combination of typographical layout and copy-writing that will make your silent salesman a business-getter.

The Dahl Company, Ltd.

325 Logan Ave.

Tel. 29 011

WINNIPEG, MAN.

Make all your printed
matter earn dividends!

Buy quality Printing
and pay what the job
is worth!

